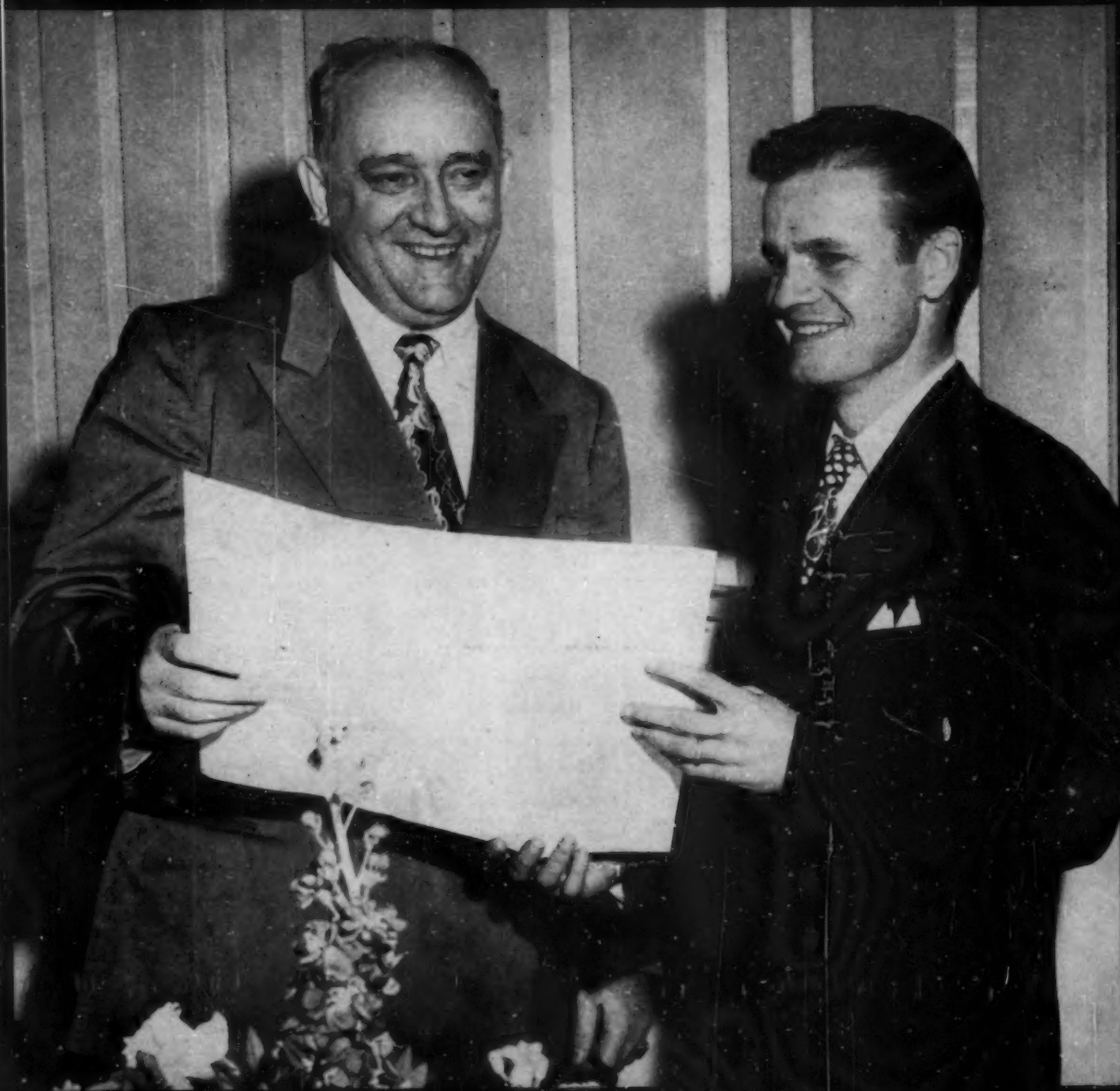


QUILL





THIS IS THE FIRST IN THE 1950 series of Standard Oil interpretive advertisements, telling the story of the company's operations in terms of its people—and, incidentally, telling a good deal about how advertising and selling effect the operation of the American economic system.

WAYNE KING, "THE WALTZ KING," is one of America's most popular entertainers. He is also one of Standard Oil's best salesmen—and one of the reasons why our employees' jobs are stable and well-paid. His weekly Standard Oil television show is a delight to see and hear.

SWEET MUSIC AND MORE JOBS BOTH COME FROM THIS HORN

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Working as an integrated team, the 46,700 employees of Standard Oil and

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The more we sell, the more people we need to make more products. Our present employees become more secure in their jobs, and new jobs open up.

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STANDARD OIL COMPANY (INDIANA)



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CHARLES QUINN is a catalytic cracker stillman at Standard Oil's Sugar Creek, Missouri, refinery. Like each of our 46,700 employees, he is backed by a big investment in tools and equipment. This was made possible by the investment of the 96,000 owners of Standard Oil.



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THE OIL for April, 1950

THE QUILL

A Magazine for Journalists

Vol. XXXVIII

Founded 1912

No. 4

In Defense of an Open Mind

ELSEWHERE in this issue of *THE QUILL* Richard L. Neuberger, newspaperman, state legislator and occasional outspoken critic of the Pacific Northwestern scene, takes the newspaper party organ to task. As editor of *THE QUILL*, I was delighted to have an article of its excellence by a journalist of his ability.

One detail alone would make the article remarkable in these days when political flags come in a narrow range of solid colors. Its author admits frankly that he is a liberal. I have often suspected that in my peculiar fashion I belong to the same lodge. I even think I know how I got that way. I bring this up only because it bears on a few notions I have been entertaining on the status of liberalism, as I interpret the term, both among newspapermen and their readers.

Thirty years ago this June I was graduated by a small college with a fine tradition of scholarship. I was no scholar but several of its faculty left an especially deep impression on my habits of thought. They were a handful of splendid old fuddy-duddies whose sole qualification for their jobs was a deep knowledge of their fields and an incurable eagerness to teach young men to think for themselves. I shudder to think what a modern educator's educator, obsessed with pedagogical method, would think of them.

Fortunately for any future usefulness as donors of endowment, a normal percentage of my classmates carried a natural immunity to such teaching. I was of more vulnerable stuff. The result was that I was dumped on the world with a conviction that there are often two sides to a question and sometimes three. By certain current definition, that condemned me to a life of liberalism. (Depending on the company I keep, I am also damned as a conservative.) All I have done is to try and remain the young man who was taught to think for himself.

For mind you, by liberal, I mean what I said when I looked back on myself as a callow Bachelor of Arts. I mean a man whose training is to examine the evidence with a mind that is hopeful of the future but not ignorant of the lessons of the past—whose instinct is to reject the fine flat generalization, whether it favors right or left, old or new—who tries to remember that people are what their genes and their circumstances made them and all effort to evaluate them or guide them must start from there. For me, liberalism is an approach to life and not a political creed.

AT times the world—and its press—seems to me to repudiate my creed more each day. I fear fewer newspapermen really deserve to continue wearing my label of liberalism—or really care about it. I cannot prove this, but I get around and it is in the air. Nor am I inferring that newspapermen are all becoming as reaction-

ary as the White House appears to think. Quite a few, in their private beliefs at least, have swung to the opposite extreme. What disturbs me is that more are not staying firmly on middle ground, where honest liberals and honest conservatives are practically the same animal.

One petty example of the apparent disrepute of liberalism occurs to me. It is the tendency to use the term "liberal" especially in newspaper headlines, with something of the meaning accorded the blunter tag "Red." Or maybe it is used in plain derision, as of crackpot. Sometimes I think this is an unconscious conspiracy between reactionary and radical. We mugwumps make them unhappy.

The public seems to divide more and more into similar camps. To gauge the extent to which the press may be responsible for this—or on the contrary helpless in the face of it—would require a more exact science than it will take to concoct the hydrogen bomb. Recently I have had occasion to read a great many letters written by readers to a metropolitan newspaper. It is an experience at once fascinating and terrifying.

With occasional exceptions, the really well conceived and well written beefs to the editor are pleas on specific situations in which the reader has a personal stake. This is the reader's privilege and I respect it. But when it comes to communications on the general objectives of our society, few seem to have an open or inquiring mind. They take pen in hand to damn or to praise without qualification.

Evidence of a sense of humor is rare. I had no sooner written an editorial on the death of Harry Lauder when a letter writer pounced on the fact that it mentioned, in passing, the poet Robert Burns. Burns, it seems, had a "social conscience" and he should not have been named in a page sullied by the name of a mere "entertainer."

Richard Neuberger quotes Disraeli's quip that "liberals are people who have no convictions and stand by them." I believe true liberals are people who have convictions but are always open to new evidence. (So are true conservatives.) I can't think of a trade where this attitude is more useful than in journalism.

In my book, liberalism covers both the Democrat able to see Robert A. Taft as an extremely able and conscientious statesman and the Republican willing to concede that the Democrats of my state of Illinois did very well indeed when they elected Paul Douglas to the United States Senate. My liberal may have hopes of our foreign policy or grave doubts of our domestic trends, but he knows neither will be resolved by shouting.

The next guy, whatever his party hue, who makes that outworn crack to me about "an open mind—open at both ends" is going to get an answer. I'm going to say: "Sure, but in its poor fashion it works, without emetics or cathartics."

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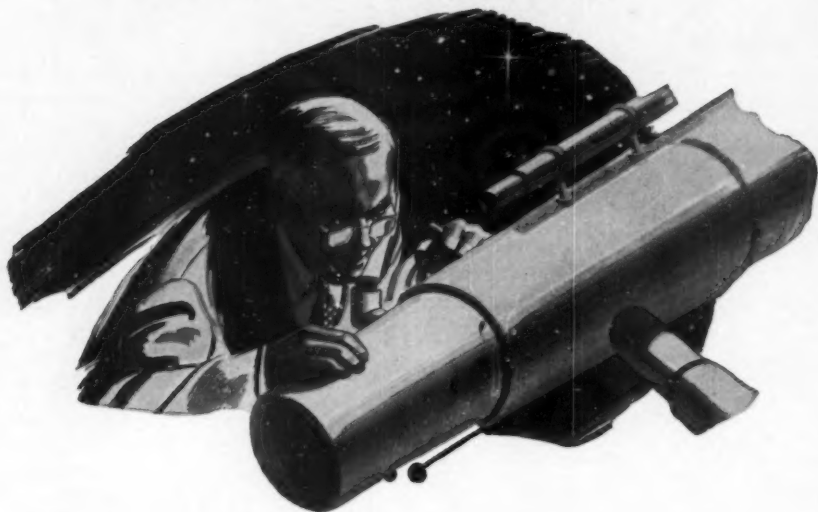
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THE QUILL for April, 1950

A Plea for Independence

Can Party Newspaper Really Win Voters?

By RICHARD L. NEUBERGER

the American democratic process; but I do not believe in the party newspaper, blinded by prejudice and hamstrung by tradition. . . .

"Never in the 160 years since America became a nation have its newspapers been called upon for a more vital task of interpretation and leadership on a plane above political partisanship. It is a task difficult, needful and profound."

When readers think a paper's indorsement of a certain candidate or party is inevitable, the indorsement carries neither influence nor prestige. A legacy means little, an award much.

A TRULY independent newspaper has standing. The New York Times backed Roosevelt, the Democrat, in 1944 and Dewey, the Republican, in 1948. On both occasions the choice of the Times was national news.

The St. Louis Post-Dispatch made headlines by indorsing Dewey two years ago; the decision of this paper was considered sufficiently unbiased to merit prominent space all the way across the land.

But it is not news when a newspaper which invariably indorses Democrats sends to its composing room an indorsement of still another Democrat. People in my state so expect the daily press to sup-

port Republicans that they would be jolted if a Democrat were backed; the jolt rarely comes.

I believe this frequently makes the press appear in an absurd perspective. The two U. S. senators from my state did not vote together on a single major bill before the first session of the 81st Congress. Yet both wear the Republican label, so they receive the approbation of the press when they file for reelection. What underlying value can an indorsement possess when it is given with such foredoomed fealty?

Grove Patterson told Sigma Delta Chi that the press had "a moral responsibility to rise above partisanship." It seems to me this is the crux of the matter. A newspaper is not merely wood pulp and ink. It is more than a mart peddling information. It is an intangible thing, too. It has character or it doesn't have it. It wins the confidence of people, or it doesn't.

THE average American senses that this is an hour of grave destiny. The atom has been split, and is to be split again with even more terrifying consequences. Economic systems of rival philosophy are locked in a death grapple. Free institutions have been in peril in a large part of

[Turn to Page 10]

AUTHOR—Richard L. Neuberger, distinguished newspaperman and Oregon state senator, attacks the concept of the party organ.

A BASEBALL pitcher who always threw a curve would not be very spectacular; batters soon would knock him out of the lot. A quarterback who invariably called an end run would be of skimpy use to a football team; the defense would stop him every time.

It seems to me this applies to the political preference of newspapers. Of what effectiveness is an inevitable indorsement of any Republican on the ballot? Can an editorial page wield influence if it automatically supports no one except Democrats?

In this era of crisis, with great events crowding in upon us almost daily, can any political party be regarded as the repository of wisdom and honor? Is one set of principles *ipso facto* always superior to an opposite set of principles?

Is not the independent journalist the only one which a truly notable newspaper can make?

Most of the daily papers in my state of Oregon back the Republican candidate, whether it be for president or for county commissioner. In my opinion, this partisanship robs these papers of true eminence.

Although I happen to be a Democrat, I would regard the automatic support of all Democrats as equal folly. Political parties consist of human beings, with all their frailties, so no political party merits the backing of a great newspaper simply as a matter of tradition and form.

I was much impressed by the address delivered by Grove Patterson, editor-in-chief of the *Toledo Blade*, at the Dallas convention of Sigma Delta Chi.

It seems to me these paragraphs from Mr. Patterson's cogent speech are of particular importance to editors who would rise to their responsibilities:

"The political organ is a small conception on the part of a small man. I believe in the two-party system and uphold its great contribution to the functioning of

WHAT price endorsement of a party candidate by a party organ which never endorses anyone else? Richard L. Neuberger, journalist and Oregon state legislator himself, makes a vigorous case for the independent newspaper in this hard-hitting article. It is based on a talk he made recently at Washington State College.

As newspaperman and liberal writer for magazines, Neuberger has frequently needed his own area. (Needless to add, The Quill is open to any qualified writer who wants to answer him.) Dick's own qualifications are ample. He was born in the area 37 years ago and has been writing about it at least half that time.

He was educated at the University of Oregon and broke in on the Portland Oregonian under Palmer Hoyt. When he was elected to the state legislature as a Democrat in 1940, some prominent Republicans protested his byline. Hoyt replied that contributions to the Oregonian were judged on their merits and not by "the political, economic, religious or social views of the contributors." That ended the protests.

Neuberger is the author of three books and has contributed to many leading magazines. He is Northwest correspondent for the New York Times and at present writes many features for the Oregonian as a free-lance. He was re-elected to the legislature in 1948 but recently declined a bid from liberal groups to file for higher office. "I want to keep my independence," he answered.

He served as a captain in the recent war and belongs to a range of organizations as diverse as the Society of Military Engineers, the Oregon State Grange and Sigma Delta Chi.

Big Words into Little Ones

J-Students Learn How To Interpret Scientists

By DON ANDERSON

THE man on the street isn't safe these days. From all sides he's constantly bombarded with words. Not good, common, everyday words, but words like "protons," "principle of diminishing returns," "psycho-somatic medicine," and others even more dangerous sounding. What's he going to do to fight his way clear of this avalanche of syllables?

Whether he likes it or not, the landslide of scientific terms is going to continue. So our man on the street is faced with two possible choices: surrender to ignorance, or else try to understand the scientists.

Let's say he takes the second choice. How's he going to find his way through the maze of two-bit words and twenty-five-dollar sentences scientists are so prone to use? Well, he won't have to go it alone. The science journalists will be there to help him.

That's the idea behind the science journalism sequence at Iowa State College—interpreting the scientist to the man on the street. Iowa State is the only institution having science journalism accredited by the American Council on Education for Journalism. Now in its third year, the course still has a long way to go. But its progress so far has been good.

THE first official graduates in technical journalism under the science division are now finding their way into the professional world. Unofficially, students have been combining science courses with journalism for the past 20 or 25 years. So the official birth of science journalism in September, 1947, was the outcome of a gradual evolution.

The idea of technical journalism got its start back in 1906. A course combining agricultural subjects with journalism work was offered that fall. It was one of the few journalism courses offered anywhere in the world.

The idea caught on. A year or two later a petition asking for corresponding work in Home Economics journalism was granted. In 1920 a major in that field was approved. And in 1947 came the official academic birth of science journalism.

The field of science technical journalism at Iowa State is varied and flexible. Either a major or a minor in journalism may be taken. Other major and minor work may be chosen from more than 25 different fields, ranging from anatomy to zoology.

The three basic fields of science to choose from are the physical, social and biological. For example, suppose that a student was interested in the social sciences. He might choose minors in economics and history, and a major in journalism.

Or if the biological sciences interested him more, he might want to enter the new sequences in outdoor journalism, with emphasis on conservation or wild life writing.

BUT let's take a look at what some of the science journalism students are actually doing. There's Frank Ferguson, for one. With a major in technical journalism and minors in education and psychology, Frank is thinking of getting into the production of films for television use.

This summer he'll be writing script and editing film for educational motion pictures to be produced on the campus and used on WOITV, the college television station. His science background will come in handy when he starts writing scripts on topics which may be as widely varied as electron microscopes and food technology.

Then there are the Sidey brothers. Ed is editor of the *Iowa State Daily*, the student newspaper. Hugh is business manager. Both plan to go into newspaper work, but both realize that publishers today want men with a general all-round background. "Science journalism," says Ed, "is one of the best ways to get it."

Women find their place in science journalism, too. Helen McKean, for example, wants to be a scientific illustrator. So she's tentatively planning to take four minors under the new General Science curriculum: zoology, vocational education, applied art, and technical journalism. She thinks the four should mesh together nicely in preparing her for her chosen work.

One of the big fields in science journalism is house organs and technical and business publications of all sorts. Some of the present class at Iowa State are looking in that direction. Others plan to go into advertising, public relations, the wire services, radio. One way or another, they figure their science backgrounds will be a big help in their journalism work.

THE graduates of today have some high marks to shoot for. The "unofficial" science journalism graduates of years past have ended in some interesting positions. For instance, there's Bob Root, one time editor of the student newspaper, win-



Don Anderson

ner of a Pulitzer Prize at Columbia University, a former representative on the World Council of Churches—and a freelancer who financed a family trip around the world with his writings.

Two graduates—Ron Ross and Lois Stewart—are with McGraw-Hill publications. George Arnold was co-manager of Station WTAD, Quincy, Illinois. Herb Orht is now manager of that station and Station KGLO, Mason City, Iowa. He's also vice-president of the Lee Chain, which includes those stations.

Two of the grads who returned to the college are doing well, too. They're Marshall Townsend, manager of the Iowa State College Press, and Dick Hull, manager of the college radio and television stations, WOIA-AM-FM-TV.

In a world where the scientist is playing an increasingly important role, it's becoming more vital for the man on the street to know what the man in the laboratory is talking about. Science journalism may help him understand.

Albert Todoroff (DePauw '34) is editor of the *Frozen Food Locker* magazine in St. Louis, Missouri. He is also executive secretary of the Frozen Food Locker Institute, a national trade association of locker plant operators, manufacturers and suppliers.

Donald F. Murray (Washington and Lee '48) is assistant news director for Station WDBJ at Roanoke, Va.

THE specialized job of reporting scientific news is not exactly new but Iowa State College considers itself a pioneer in preparing young men and women for this journalistic field. The training incidentally leads to many other jobs than explaining nuclear fission or antibiotics for daily newspaper pages, as Don Anderson, himself a student at Ames, explains in this article.

Don started the new full course in science journalism at its inception in 1947 and practically "grew up" with it at Iowa State. He was graduated last month and planned to go into radio news work, after previous experience with the college radio station, WOIA, and several summers' reporting for weekly newspapers. He is a member of Sigma Delta Chi and a World War II infantry veteran.



LOOK OVER NEW HONOR—Two Sigma Delta Chi officers and two newly created national fellows of the fraternity inspect a fellowship certificate at Columbia, Mo. From left—Carl R. Kesler of the Chicago Daily News, national president; Dean Frank Luther Mott of the Missouri school of journalism; James G. Stahlman, president of the Nashville Banner, and Arthur Gatts, president of the Missouri chapter.

Dean Mott, Stahlman Given Keys as National Fellows

SIGMA Delta Chis from three states gathered at Columbia, Mo., February 24 for the presentation of national fellows' keys and certificates to Frank Luther Mott and James G. Stahlman. The dean of the University of Missouri school of journalism and the president of the Nashville Banner were awarded this high honor at the Dallas national convention last November.

Carl R. Kesler of the Chicago Daily News, national president of the fraternity, made the formal presentation to Dean Mott and Stahlman at a dinner held by the Missouri chapter at the Tiger Hotel. It was the 37th birthday of the chapter, one of the oldest in the fraternity. Professional members from Kansas City and Columbia also attended the dinner.

In the afternoon preceding the banquet, Dean Mott introduced Kesler and Stahlman to the student body of the school of journalism. Both visitors made short talks and answered questions from the audience.

The assembly was followed by the initiation of Stahlman, Tams Bixby Jr., publisher of two newspapers in Muskogee, Okla., and associate publisher of two newspapers in Springfield, Mo., and Colo-

nel Ralph Pearson, graduate journalism student at the university.

THE fellows' awards were given to Mott and Stahlman for "outstanding contributions in the field of journalism." In presenting the honors at the banquet, Kesler praised Dean Mott for his leadership of the nation's "pioneer school of journalism," and his high rank as a journalistic historian.

Kesler commended Stahlman for his leadership in the Southern and the American Newspaper Publishers Associations and for his hard-hitting column, "From the Shoulder," a feature of the Banner. Both fellows expressed their appreciation of the awards and pledged themselves to continue the work for which they were made.

Missouri chapter president Arthur Gatts presented copies of William Glenn's "The Sigma Delta Chi Story" to Kesler, Stahlman, and Mott. Gatts also gave copies of the informal history of Sigma Delta Chi to Missouri's undergraduate chapter adviser, Eugene W. Sharp, and to the journalism school library.

In his banquet address Kesler spoke of the work of the professional chapters and their value to undergraduate members. He stressed the uniqueness of Sigma Del-

ta Chi as the only journalistic organization that is both "horizontal and vertical."

AT the afternoon assembly, Kesler and Stahlman discussed journalism as a profession and the responsibility of the press in presenting the news truthfully, accurately and compactly. Kesler said the notion of a responsible press is not new but dates back to the time when the first printer-editor locked up his forms and went out to face an angry royal governor.

"Journalists keep trying to do the job right because they realize that journalism is a public service more important than the fortunes of the people in it," he said. He suggested that there may be too much emphasis on mere means of communication, saying "regardless of the medium used the news will continue to come from the hearts and minds of the men who write it."

Stahlman said: "There is no higher calling than being a good reporter." He stressed that one of the fundamental problems is the inability of some publishers to see their obligations to the community. "This awareness comes only through years of work in the news room," he declared.

He commented that the main trouble with the average college graduate is that he expects to step into a job just a little ahead of what he is qualified to do.

John F. Behman Jr. (Michigan '40) is reporting for the Lincoln (Ill.) Evening Courier.

Three New Chapters Installed

important organization in the stimulation of professionalism and the maintenance of high ethical standards. He underscored the ritual of Sigma Delta Chi, urging the new members in particular to consider seriously and follow the principles enunciated there.

LaMotte, who is sports editor of the *Houston Post*, presided. Dr. W. W. Kemmerer, who has since the meeting been elected president of the university, was an honor guest.

New officers of the professional chapter, besides LaMotte, are John Manthey of Cleveland, Texas, vice president, and Burchard, secretary-treasurer. Other officers of the University chapter are Peter Gilpin, vice president; Joe Bush, secretary, and Jim Cummings, treasurer.

Undergraduate members initiated were Kouts, Gilpin, Bush, Cummings, Leroy Bolin, James Boyer, Seymour Carson, George Christian, Ansel Gray, Robert W. Lawrence, Keith Hawkins, Edward V. Howe, Ralph Kessler, Ray Levin, Walter Lindsey, Ted Marek, William Powell, Jr., Stanley Neal Redding and Jack Weeks.

Faculty adviser of the new undergraduate chapter is N. S. Patterson, chairman of the journalism department.

PALMER HOYT, editor and publisher of the *Denver Post*, was installing officer when eleven charter members of the new undergraduate chapter were initiated at the University of New Mexico, February 11. He was twice national president of the fraternity and was recently made a national fellow.

The initiation, held in the news room of the journalism building, was preceded by a luncheon attended by Hoyt, Victor Bludorn, executive secretary of Sigma Delta Chi, members of the journalism faculty and the initiates.

Following initiation ceremonies, a smoker and a banquet were held at La Cocina, Albuquerque. Attending were 37 members of Sigma Delta Chi and their guests. At that time, officers of the local chapter were installed and the charter presented to them by Bludorn.

Palmer Hoyt, as principal speaker of the evening, told new members that the primary objective of the newspaper is to present the news accurately and interestingly. He said that editorial comment should be made on the news but the two should never be mixed.

Tom L. Popejoy, president of the University of New Mexico, and Judge James Noland, a Sigma Delta Chi from Durango, Colo., were other speakers. William H. Richardson Jr. was master of ceremonies.

Guests of honor were France V. Scholes, vice president of the university, and Dean H. O. Reid.

Honor was paid Keen Rafferty, head of the department of journalism, and to other instructors for the way in which the department has progressed since its beginning three years ago.

Officers of the newly installed chapter are William H. Richardson Jr., president; Donald P. McKee, vice-president; Jack



ALBUQUERQUE CEREMONY—Palmer Hoyt, editor and publisher of the *Denver Post* and past president of Sigma Delta Chi, speaks at the dinner that followed his installation of a new undergraduate chapter at the University of New Mexico.

TWO new undergraduate chapters of Sigma Delta Chi, both in the Southwest, were formally installed in February. At the same time the fraternity acquired its thirty-first professional chapter.

On February 2, the University of Houston became the fifty-second undergraduate chapter. At the same ceremony, the Texas Gulf Coast professional chapter came into being. The ceremony at Houston was the first joint installation of a campus and a professional chapter in the memory of Sigma Delta Chi officers. It also gave Texas the impressive score of four chapters in each group, for a total of eight.

Nine days later, on February 11, the University of New Mexico undergraduate chapter was installed as the fraternity's fifty-third. Like the Houston Chapter, it had been voted a charter at the recent Dallas national convention.

WALTER HUMPHREY, editor of the *Fort Worth Press* and former national president of Sigma Delta Chi, was the installing officer at the Houston ceremonies. He later initiated the nine-

teen new members of the Houston chapter and made the principal address at a banquet in the university cafeteria in the evening.

Victor E. Bludorn, executive director of Sigma Delta Chi, was in attendance during the program and served during the initiation. Clay Bailey, president of the Dallas professional chapter, Don Burchard, of Texas A. & M. college, secretary of the professional chapter, and Otis Miller, also of A. & M., were members of the team assisting Mr. Humphrey in the initiation.

The day's activities began with a luncheon in the board room of the Cafeteria. All undergraduate candidates attended, along with Mr. Humphrey and other professional members.

During the afternoon the professional members held a business meeting at which they discussed projects for the year. Banquet events included the formal presentation of charters to Presidents Clyde LaMotte of the professional chapter and Robert Kouts of the undergraduate group.

Humphrey spoke of the ideals of journalism and said Sigma Delta Chi is an



HOUSTON AND NEW MEXICO—Above, New Mexico welcomes arrivals for Sigma Delta Chi installation. From left—Keen Rafferty, head of department of journalism; Victor E. Bluedorn, executive director; Edwin W. Glaser, Jack S. Malm, Dan C. Terry, Donald P. McKee and Glen L. Ross, initiates. Below are University of Houston and Gulf Coast professional chapters at installation dinner. At the speaker's table, from the left, are Don Burchard, Texas A. & M.; Lloyd Gregory, Houston Post; Walter Humphrey, Fort Worth Press; Clyde LaMotte, president, Gulf Coast chapter; Robert Kouts, president, Houston chapter; Victor E. Bluedorn, executive director; Clay Bailey, president, Dallas chapter, N. S. Patterson, journalism chairman, University of Houston.



S. Malm, secretary; and Danny C. Terry, treasurer.

Other charter members of the chapter are Neil A. Addington, Edwin W. Glaser,

Robert M. Kunkel, Troy H. Kemper, Glen Ross, Alan S. Buchanan and Leroy Olson.

Party Paper

[Concluded from Page 5]

the world for decades. In eastern Europe, the lights of liberty have faded out.

Under these circumstances, people seldom regard one political party as inevitably right, another as automatically wrong. The Democrats in power in Washington, D. C., have been able to ridicule the press in some measure successfully, because too many papers always indorse the Republican candidate.

I think you should consider that I say these things as a Democrat, although I consider myself a journalist first and a Democrat second. I should regard blind partisanship to the Democratic cause quite as undesirable as blind partisanship in the service of any other party.

I think a newspaper should oppose or support a candidate strictly on the merits. Into this judgment should enter the character of the man, his standing in the community, his educational background, his program and his ideals. If people feel that these factors, rather than party, have been the determining factors in a newspaper's indorsement, you may be sure that the effectiveness of this indorsement will be multiplied many times.

When I advocate independent newspapers, I do not mean that papers should be pallid, timid and free of editorial opinions. Walter Lippmann once wrote that people are ruled by "the pictures in their heads." People publish newspapers, which inevitably are subject to this same rule.

Webster defines the word "independent" as meaning "self-governing." This is what it means to me. If a newspaper is independent, it can indorse whom it pleases for public office. If the paper is Republican or Democratic by rote, then it is not self-governing. It must back *ipso facto* any nominee put up by the party of its invariable preference.

An independent newspaper can support a particular party in one episode and then assail it in another. The St. Louis Post-Dispatch approves most objectives of the Fair Deal, and frequently sustains President Truman in his administrative policies. But when the President said he favored Emory W. Allison for U. S. Senator from Missouri, the Post-Dispatch began a critical and embarrassing review of Allison's record.

In other words, the Post-Dispatch approves many of Mr. Truman's policies, but it is independent of him. When he does something it considers wrong, it can call him to account.

The Seattle Times is essentially a conservative daily. Most of its preferences flow in Republican channels. But when a prominent Republican member of the Washington legislature undertook an investigation which unjustly accused a university professor of Communism, the Times took the lead in clearing the professor's reputation. This is what I mean by independence. The Times was not so cemented to a Republican point of view that it hesitated to expose unfairness on the part of leading Republicans.

It seems to me the ideal editorial board of a newspaper should contain men of many views—from the democratic left to the Tory right. Out of a sifting and winnowing of all these ideas the proper balance can be attained.

I do not believe the editorial authorities of a great newspaper should be political or social eunuchs. This is impossible if a

man ever reads a book or thinks a thought. But if the upper echelons of the staff are sufficiently salted with men and women of divergent thoughts, a reasonable degree of independence is sure to result.

There are some large papers in this region on which every person in authority is a Republican, probably a conservative Republican. A Republican nominee for office is indorsed almost by reflex action, be he wet or dry, internationalist or isolationist. This takes from such papers all effectiveness.

Why is it news whom the New York Times backs for senator from New York? The reason lies in the fact that the Times may approve of Wagner, Democrat, in one election and Dulles, Republican, at another. If the Times always indorsed all Democrats or all Republicans, its choices would cease to be news, in spite of the Times' prominence.

I read some admirably proficient editorial pages which are 100 per cent partisan. These pages have a high literary quality. They are the work of men of ability, sincerity and experience. One must respect the talent which goes into their production. Yet the pages lack influence in their own communities. Partisanship, in my judgment, is at the root of this. Indorsement or opposition by these pages fails to affect public opinion, because people have discounted the paper's stand in advance.

A politician once confided: "I'd rather have Newspaper 'X' against me than in my corner." Ironically enough, he referred to a paper of integrity, skill and tradition. But partisanship had muted its power to convince readers.

I AM a Democrat and a liberal, although I bear in mind Disraeli's jocular thrust that "Liberals are people who have no convictions and they stand by them."

But I am proud of my liberalism. Yet if I were an editor, a position I have no hope or prospect of attaining, I would work with a staff which included a substantial number of people who disagreed with my own views. An editor is not omnipotent. How can he evaluate the complex problems of our troubled century unless his own ideas are subject to debate, review and challenge?

Although I am a Democrat, I vote in the election for Republicans who seem to me enlightened, progressive and sincere. Surprisingly enough, a number of Republicans on the ballot appear to possess these qualifications. They get my vote over Democrats who lack such attributes. I imagine the average American, that mythical creature, votes pretty much in this fashion.

All these circumstances, I believe, dictate heavily against partisan newspapers which, come what may, flow automatically in a fixed political channel. Such newspapers do a disservice to the cause of journalism and to the very partisanship they hope to serve. The press should be truly independent. This best can be achieved by making editorial staffs as diverse as possible.

Whittaker Chambers is definitely not my favorite individual. Yet I would disagree with those who deliver strictures against Time because of the former presence of Chambers on the staff. It seems to me so long as the management knew Chambers had been a Communist, his place on the magazine certainly was not inimical.

The range of views and ideas, in my opinion, should be as wide as possible. I

would rather serve on a staff which included renounced Communists, ADA liberals, Middle-Western Republicans and pie-eating vegetarians than on a staff where *Ja* greeted each pronouncement.

If the tradition of the illustrious Jefferson is to have a lesson for us, it is that disagreement produces the greatest ideas. The Declaration of Independence came from his pen after he had consulted with men who questioned many of his suggestions and phrases.

The state of Ohio has a law which requires that legal notices be published "in two newspapers of opposite politics."* My curbstone judgment would be to criticize such a policy as having no

* General code, paragraph 6232. State of Ohio.

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SCIENCE INCREASES RUBBER YIELD
A skilled worker grafts bark from a high-yielding tree onto a year old seedling. It will take six or seven years for the young tree to reach the size where it will produce rubber.

For Information About NATURAL RUBBER

and the millions of rubber growers in Southeast Asia who produce it, write the Natural Rubber Bureau. Complete photo files on plantation and native rubber, facts and figures on production and consumption. Monthly analyses of rubber news sent on request.



NATURAL RUBBER BUREAU

1631 K St., N. W.
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K. C. Chapter Sets Up Three Scholarships

CONTINUING its efforts to promote closer contact between professional and undergraduate chapters, the Kansas City Press Club, professional chapter of Sigma Delta Chi, is inaugurating a scholarship program.

The plan, to be put into effect immediately, provides for an annual \$100 scholarship each to the William Allen White School of Journalism at the University of Kansas; the Missouri University school of journalism, and the journalism department of Kansas State College.

The scholarships are to be awarded to a student completing his junior year and will be applied to tuition and fees for his senior year in school. The student must be in the top half of his class and must submit samples of his writing or radio work. Applications are to be made through the school dean or the Sigma Delta Chi undergraduate chapter advisor.

Recognizing that personality and ability to find his way around count for as much as book work, each nominating faculty member is asked to submit an appraisal of the student's prospects and his initiative as well as to report on actual class work.

A three-man board composed of members of the Kansas City professional chapter will administer the program, determine the winners and handle the details.

John W. Colt, president of the chapter, announced the scholarship board will be Henry Bodendieck, publisher of *Bank News*, chairman; John S. Chandley, assignment editor of the morning *Kansas City Star*, and Robert Busby, sports writer for the *Kansas City Star*.

Party Paper

[Concluded from Page 10]

bearing on the proper dissemination of tax notices, bridge contracts and foreclosure sales. On second thought, the requirement may have merit—even to the newspapers themselves.

Where the public believes there is a genuine distinction in the views of the press as a whole, I believe general respect for the press increases. Yet, the Ohio limitation is harmful in that it definitely requires that a newspaper have "politics." Should there be Republican papers or Democratic papers? In the final analysis, is not an independent paper the true goal?

By "independent," I refer to a paper wedded to principles and not to party. But is not a party composed of principles? Under our rather loose-jointed political system, I would doubt this. A party consists predominantly of men. The Republicans nominated consecutively for president Mr. Landon, the isolationist, and Mr. Willkie, the internationalist. The Democrats have in the cabinet Sawyer, the conservative, and Chapman, the liberal.

I believe the individual citizen would regard as independent a newspaper which indorsed, at an election, a mixed slate of Republicans and Democrats. Independence, in the American spirit, can mean no less.

THE QUILL for April, 1950



FOR GENERAL EXCELLENCE—Jack Craemer, managing editor of the San Rafael (Calif.) *Independent-Journal*, inspects the trophy awarded his paper by California Sigma Delta Chi at the California Newspaper Publishers Association convention. The Covina *Argus-Citizen* won its twin award.

THE *Independent-Journal* of San Rafael, Calif., won the Sigma Delta Chi journalism award for general excellence among California dailies at the sixty-second annual California Newspaper Publishers Association convention held at Coronado.

The trophy was one of two given by two California groups of the fraternity. The other general excellence award went to the weekly Covina *Argus-Citizen*, published in Los Angeles county. The *Independent-Journal* is published at the county seat of Marin county on San Francisco bay.

The *Independent-Journal* and the *Argus-Citizen* were among nearly 100 newspapers competing for the trophies. Judging was confined to six categories, with

general and departmental news coverage and mechanical excellence accounting for half the possible points.

Judges in the general excellence awarding were: Paul Caswell, publisher of the *Salinas Californian*; Dr. Robert Desmond, head of the department of journalism, University of California, and Campbell Watson, Pacific Coast representative of Editor & Publisher.

Receiving the award for the *Independent-Journal* were Roy A. Brown, publisher, and Jack Craemer, managing editor.

Craemer, in accepting the award, commended Sigma Delta Chi's interest in California newspapering, and, in particular, the fraternity's recognition of the efforts being made to improve the presentation of news to the public.

Present to receive the award for the *Argus-Citizen* was Publisher Carl V. Miller, past national president of Sigma Delta Chi, and newly elected secretary of the CNPA. Miller is also publisher of the Pacific coast edition of the *Wall Street Journal*.

Judging was made from specified papers submitted by the entrants. The papers, one each from the Spring, Summer and early Fall, competed with issues of the same three days from other papers. The judges determined the dates involved so that papers were judged during normal production periods.

The two trophies are awarded by the Southern and Northern California professional chapters of Sigma Delta Chi, either award going to either weekly or daily winners.

Frank McDonough

WORD of the March 3 death of Frank McDonough, editor of *Better Homes & Gardens*, shocked fellow Sigma Delta Chis everywhere. He died in Des Moines, Iowa, following a heart attack.

At 44, Frank was one of America's outstanding magazine editors. He also ranked high among the most loyal members of Sigma Delta Chi. He had been a national officer and was an associate editor of *The Quill*. The editor has lost both a friend and an almost irreplaceable editorial advisor.

An article on Frank will appear in the next issue of this magazine.

THE BOOK BEAT

By DICK FITZPATRICK

WHEN 21 top-flight newsmen get together and write a book, the result is certainly worth reading. This is particularly true when the book centers around one of the country's leading journalistic institutions—the National Press Club.

Such a book is "Dateline: Washington—The Story of National Affairs Journalism in the Life and Times of the National Press Club," (Doubleday & Co. Inc., N. Y., \$4.00). The book, written in celebration of the Press Club's 40th anniversary, was prepared by its publications committee under the chairmanship of Cabell Phillips of the New York Times.

The Times' Arthur Krock, in an introductory note, tells of the changes in Washington journalism during this century. He says that political reporting is no longer the certain and only route to a job as a Washington correspondent. With the increased activity of government in many fields has come the Washington correspondent who is a specialist in economics, science, foreign or military affairs.

When the Federal government moved to Washington many years ago, local papers in Alexandria, Va., and in the Georgetown area in Washington reported the doings of the nation's statesmen as an after thought, according to Duncan Aikman, Washington free-lance writer, in a review of the origins of journalism in Washington. He reports that in 1835 a senator described newsmen as "miserable scoundrels, hanging on to the skirts of literature, earning a miserable pittance by their vile and dirty misrepresentations of the proceedings here."

Aikman tells how Washington newsmen evolved from letter writers who sold their

output from \$3 to \$5 to big papers and to rural ones for \$1. As time went on editors wanted spot news which led to the establishment in 1841 of the first fully staffed Washington Bureau by the New York Herald. It was not until fifty years later that the first newspapermen's club was formed in Washington.

A detailed account of Washington journalism during the early part of this century is given by Bascom N. Timmons, whose news bureau serves as Washington correspondent for a number of Texas and southern newspapers. Washington had what might be called a newspaper row from 1865 to 1907 when most of the offices of correspondents were on 14th Street between F Street and Pennsylvania Avenue. With the construction of the National Press Building at 14th and F Streets, the activities of a majority of out-of-town correspondents was again centered along newspaper row.

For anyone who wants to be a Washington correspondent, Timmons gives the answer in one paragraph:

"The formula for success for a Washington correspondent is about as it has always been. He must be a man of alert mind. He must have courage, fairness, dignity, self-reliance, industry, integrity, and intelligence. When he writes, he must have the authority of accurate information. Good legs and large acquaintanceship are helpful."

Fletcher Knebel, of the Cleveland Plain Dealer's Washington staff, in a review of the 1920's, credits Harding with elevating the Presidential press conference "to a new level of informative discussion." Harding held twice weekly press conferences and answered all questions until he answered one dealing with international relations in the wrong way. Thereafter, questions were submitted in writing, until Roosevelt reopened press conferences for direct questioning.

CBS's Washington news chief, Ted Koop, tracing the development of radio's coverage of the news in Washington, relates the long struggle of radio newsmen for recognition. It was not until several years ago that they were admitted to active membership in the press club.

Funny stories about the Club are told by Homer Joseph Dodge, the Club's sage, wit and storehouse of knowledge, while United Feature's columnist Fred Othman jokes about the many newspapermen's organizations in the capital. The literary critic of the Washington Evening Star, Carter Brooke Jones, tells of the development of a newspaperman into a Washington correspondent, as well as the way Washington newsmen become infected with governmentese. Jones' and Othman's chapters are the most pointed in the book.

One of the most amazing stories in the book is that of how the National Press Building, the present home of the Press Club, came into being. The story is told by Hugh Morrow of the Saturday Evening Post.

Howard L. Kany of the Associated Press and William C. Bourne of the State

[Turn to Next Page]

Complete "Fax" Book

"FACSIMILE delivers exact duplicates of anything that is printed, drawn, written, photographed or otherwise marked on paper. . . . It can go anywhere in the world by radio or wire."

Such succinct sentences in the first chapter of Lee Hills' and Timothy J. Sullivan's "Facsimile" (McGraw-Hill Book Co. \$3.50) are typical of this comprehensive and practical book on one of mass communications' new wonders.

It is loaded with fact that represents obvious careful research. The material is presented with a simplicity that makes it readable for the layman who knows little of electronics and less of news handling. It is organized to read from the general to the specific—from the history and theory of facsimile to the everyday "know how" of publishing a facsimile newspaper.

The co-authors ought to know how. Lee Hills is managing editor of the Miami (Fla.) Herald which, with the Philadelphia Inquirer, pioneered in the field. Sullivan has been editor of the Herald's "fax" editions.

They start with a definition of facsimile as a means of communication, trace its history—an English physicist used a wire circuit to mark paper more than 100 years ago—and go into detail on its recent development and equipment. These include two variations so new they have as yet had little commercial use.

One is Colorfax, by which multiple electronic scanning sends impulses that activate color "pencils" to reproduce colored pictures on paper in the receiving apparatus. The other is Ultrafax, a tremendously speeded-up transmission technique that has sent "Gone with the Wind," through the air in less than two and a half minutes.

Even newspapermen familiar with facsimile newspapers will be surprised by the many uses to which the medium can be put. Its military value played a major part in the rapid development of facsimile during the recent war. It can also serve commerce, medicine, transport and agriculture—to name a few—as well as put a newspaper into the home without printing press or carrier. As the authors of "Facsimile" point out, it "doesn't know how to make a mistake."

Newspapermen will of course be primarily interested in the book's detailed instructions on how to publish a "fax" edition. A major portion of the volume is devoted to this. Chapters on how to set up a facsimile staff, facsimile programming, writing and editing, photography and makeup represent the experience of men who have done it and know how to tell others how to do it.

Illustrations of entire pages, specialized art layout and captioning, sports and women's news play add to the book's immediate usefulness.

One chapter discusses "Facsimile vs. Television." Even since the book was published, television has tended to push facsimile into the background as the darling of the moment. It may continue to do so. But facsimile is also here and it will probably have its day sooner or later.

After all facsimile is, as Hills and Sullivan point out, basically "newspaper business" as opposed to the predominant element of "show business" that will continue to be true of television as it has been true of radio. Time will tell.

CARL R. KESLER

THE QUILL for April, 1950

Is
"writer's block"
a stumbling
block
with you?

A noted psychiatrist draws startling conclusions on the whole concept and problems of creative writing, after treating 36 authors who could no longer "write a line." Every writer should read such revealing chapters as:

The Impulse to Write
The Psychic Mechanism
of the Writer
Writer's Block
Hack and Huckle
The Myth of
Objectivity
Talent, The Fear of
Unproductivity



By
EDMUND BERGLER, M.D.
author of *The Basic Neurosis*

The Writer & Psychoanalysis

\$3.50. At all bookstores, or
DOUBLEDAY, Dept. C4 Garden City, N. Y.

Book Beat

[Concluded from Page 12]

Department's International Information Service review the emergent role of the photographer in Washington. In 1921, photographers were not even allowed in the House Office Building. Today, the news photographers are just as established as any other Washington group.

An ever increasing source of jobs in Washington is that of government publicity. The story of this field is told by ex-newsman Bruce Catton, who headed the information division of WPB during World War II. Catton says the use of the press release was an inevitable outgrowth of the increase and change in government. Its use is justified, Catton says, because it is useful to the working press.

Reviewing the columnist's role in Washington, Cabell Phillips observes that in official Washington the columnists "are feared and respected above the generality of their fellows. And throughout the country they wield an influence on the public mind that is conceivably greater than the collective influence of the papers which established them."

The UP's Washington manager, Lyle Wilson, gives a quick review of Washington journalism and the Press Club during World War II. This is followed by what is the book's most important contribution to journalism literature which is a review of censorship and war information during both wars by the men who headed the programs.

The authors of this section are George Creel, chairman of the Committee on Public Information during World War I, Elmer Davis, director of the Office of War Information and Byron Price, director of the Office of Censorship. Price praises the press for its full cooperation and voluntary censorship while Davis gives valuable advice for anyone who must direct war information in another emergency.

The most complete discussion of any subject in the book is that of the diplomatic correspondent by the St. Louis Post Dispatch's Wallace R. Deuel, who served in Berlin, Rome and Washington for the Chicago Daily News, points out that the Washington correspondent today must write about world politics just as he writes about national politics.

During the last fifteen years, there has developed the diplomatic or foreign affairs correspondent who covers the formation and conduct of foreign policy. Deuel frankly admits that his diplomatic friends lie to him which they must do. They speak in a special language which is capable of saying sharp things but appears to be very polite. This means that the reporter must understand the exact meaning the language is expected to convey and then he must make that meaning clear to readers.

"Dateline: Washington" can be read with profit by persons at any level in any phase of journalism. The journalism student, who probably looks on the job of the Washington correspondent as a glamorous one, this book is highly recommended both for the information that it gives on how things are done in Washington and for the information that an aspirant can gain by reading between the lines.

The Board of the National Press Club should be congratulated for authorizing this project which adds much to the literature of American journalism.

THE QUILL for April, 1950



Advertisement

From where I sit by Joe Marsh

"Curfew Shall Not Ring Tonight"

Our ten o'clock curfew lasted for over 50 years, but the town council finally voted it out. I dropped in at the meeting in Town Hall last week just in time to hear Smiley Roberts.

"The curfew is old-fashioned," says Smiley. "We ought to be grown-up enough by now to behave like grown-ups. Seeing to it that our kids get to bed is the responsibility of each family." Then Judge Cunningham adds, "Most of us are in bed when the curfew horn blows anyway. It wakes me up just when I'm getting to sleep!"

What the Judge said was good for a laugh, but Smiley just about summed up how folks think in this town. We believe that the democratic tradition of "live and let live" is the only way to live.

From where I sit, it's not the American way to regulate your life by a horn—any more than it's right to criticize my caring for a temperate glass of beer now and then. Think what you wish, say what you wish, but don't ask your neighbor to do exactly as you do!

Joe Marsh

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On the Record

NEARLY forty-one years have passed since that day in 1909 when ten students at DePauw University announced publicly that they had formed, with themselves as charter members, a journalistic organization to be known as Sigma Delta Chi.

Services were about to begin in the chapel of the University on the morning of May 6. The low murmur of voices was hushed suddenly by a stir at the back of the auditorium. Heads turned quickly to learn what was happening.

Down the aisle, looking neither to right or left, marched ten young men. They wore black and white ribbons in the lapels of their coats. They found seats and sat down in a body.

Those in the chapel knew that a new organization had been born on the campus—for this was the traditional way of announcing the formation of any new group. But what could this one be?

Chapel services over, inquisitive students sought out the ten and asked for an explanation. They received none—merely dismissal with the announcement that all would be told in the afternoon's issue of the *DePauw Daily*.

And it was. The *Daily* related that a new organization, Sigma Delta Chi, had come into being on April 17, and had selected that morning to make its formal bow to the student body. The group, the *Daily* continued, had appropriated to itself an entirely new field of journalism.

OBSERVING the success of the fraternity idea in other professional fields, such as law and medicine," the *Daily* account said, it occurred to these ten men, or eleven, as their number originally was, that the idea was also practicable in the field of journalistic endeavor.

"The fraternity," it added, "expects to establish chapters in other colleges and universities in which daily newspapers are published. In the course of years, it is hoped that the roll of alumni will contain the names of many prominent journalists and authors. By binding such men together in the true fraternity spirit and inspiring them with common ideals, a larger spirit of idealism will be injected into the press of our country."

The ten men who marched down the chapel aisle that May morning were Gilbert B. Clippinger, Charles A. Fisher, William M. Glenn, Marion H. Hedges, L. Aldis Hutchens, Edward H. Lockwood, Leroy H. Millikan, Eugene C. Pulliam, Paul M. Riddick and Laurence H. Sloan.

Forster Riddick might have been the eleventh man, but he decided he was not interested in journalism beyond the *DePauw Daily* and withdrew from the group before the appearance in chapel.

Seven of the ten men who founded Sigma Delta Chi are living today. Of the seven, four are actively engaged in journalistic endeavors and the others in the fields of education or social science.

TURNING to the fraternity of today, we find:

The largest selective journalistic organization in existence—a society of more than 18,000 journalists.

A fraternity of fifty-three undergraduate chapters, each adhering to a definite

program of professional standards under a rigidly enforced national constitution.

An expanding system of professional chapters, now numbering thirty-one, stretching across the country, each with a program designed to improve the professional performance of individual members.

A magazine that is a professional journal for the profession and enjoying a patronage not limited to members of its publishing organization, but including also non-member newsmen the world over.

A magazine endowment fund, conservatively administered, which has placed *The QUILL* on a permanent, solid foundation.

A personnel service entering its thirty-fourth year as a national clearing house for journalistic talent, obtaining employment for members in their chosen fields and serving employers in general by locating properly qualified men.

ANATIONAL headquarters, economically operated, located in Chicago, serving all undergraduate and professional chapters; keeping all national records; centralizing the routine and many other functions of national officers and committee members; performing all circulation, advertising and general publishing labors of the magazine each month and many other fraternity duties.

A chapter visitation program with most of the advantages of the traveling secretary system and some the latter doesn't have.

Professional awards for distinguished achievements in journalism, a program now in its eleventh year.

A program of awards to undergraduates including scholarship citations and awards, awards for outstanding photography and excellence in campus newspapers.

A Speakers Bureau that aids chapters in securing prominent speakers for meetings and programs.

Annual conventions of national significance because of their professional sessions and the prominent journalistic figures who address them.

A program that annually marks sites of significance in the history of journalism.

An emblem, legally protected, worn by members who have pledged themselves to observe the ethical standards and ideals as laid down by the society.

DURING the past forty-one years, Sigma Delta Chi has grown from the original group of ten to 18,000 scattered all over the world in every field of journalistic endeavor. Its significance and importance have developed apace.

There have been times when the accomplishments did not seem to measure up to the opportunities, when the actions of the organization seemed too slow, too deliberate. Sigma Delta Chi has moved slowly, but nevertheless steadily, ahead.

Its members may be found in newspaper, radio, press association, magazine and allied fields—where many of them now wield great influence and are in a position to put into effect changes in policies and news handling tending to support the ideals of the organization.

Sigma Delta Chi relies upon the good sense of its members to provide from with-

in the profession the means of protecting the public from unprofessional conduct. Public men and others having regular contact with the press are coming to recognize the wearer of the badge as a responsible person who is pledged to certain standards of professional conduct and who is accountable to his own journalistic society for any deviation from that code.

The fraternity has its own self-imposed standards of conduct and ideals as set forth by its ritual—plus the American Society of Newspaper Editor's "Canons of Journalism" which it officially adopted for itself in November, 1926, by convention action.

Forty-one years are not so many. They have brought some accomplishment, but more important, they have brought the building of a strong foundation for the years to come. It is now ready to take on more important responsibilities. And there will be plenty in the years ahead.

Members of Sigma Delta Chi have a right to be proud of the founders—may the founders always be proud of the part they played in the formation of the fraternity, now the world's largest journalistic society.

Victor E. Bluedorn.

Herman Alter (Ohio State '49) is directing publicity for the Community Chest campaign in Youngstown, Ohio.

CLASSIFIED ADVERTISING

Rates—Situations wanted: 40 cents a line. Help wanted and all other classifications: 30 cents a line. Minimum charge \$3.00 an insertion.

Classified display \$10.00 per inch, per insertion. When answering blind ads, please address them as follows: Box Number, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

SITUATION WANTED

Public Relations, promotion, preferably business or industrial position, wanted by Missouri grad., now college P.R. director, age 24, newspaper-radio background. Looking for permanent situation with progressive policies, available in June. Box 1066, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

MR. BUSY PUBLISHER

If you are located in Southwest or West, and are seeking an executive assistant who is also desirous of making a nominal investment, can extensive background in public relations, editorial, advertising and radio be of help to you? Write Box 1011, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

Splendid opportunity on editorial staff of Upper Midwest farm paper. Man must have been reared on farm, preferably in Middle West or Northwest; be a good writer; have had agricultural and journalism training and experience; enjoy traveling; and love farming and farm life. Preference will be given man who can use Speed Graphic effectively, who is married and in his middle 30's. Salary is dependent upon how nearly applicant comes to meeting qualifications. Give full information, references, samples of work (to be returned if requested), present salary and photograph. Please, Box 1010, The QUILL, 35 E. Wacker Drive, Chicago 1, Illinois.

WANTED

Young journalism graduate for national commercial radio program. Reportorial experience vital. Important! Amateur or professional radio writing desired. Give full details. Address Box 1066, The QUILL, 35 East Wacker Drive, Chicago 1, Illinois.

This is one of a series of advertisements currently appearing in newspapers in the 18 states and the District of Columbia where Esso products are marketed.



Doug Straton owns his own business.

with a lot of good people at Esso behind it!

Solid business ability and good service have helped Doug Straton make a success of his service station business. He's typical of the independent merchants from Maine to Louisiana who are now busy servicing cars for spring and summer driving with quality Esso Products.

And helping Doug Straton maintain a good reputation with his customers, are 27,000 people at Esso Standard Oil. The loyalty, skill and experience of this fine employee team builds consistent quality into the motoring products you get at the familiar red, white and blue Esso Sign.



WORK SAVING IDEAS have earned Fred Roth, recently presented with a 30-year service button, tied with retiree at 65, with an income of life.



LESS AT WORK — Betty Dillon, laboratory technician, enjoys Company outings and dances, as well as her regular vacations each year—has a loyal job attitude, shared by her fellow-workers.



IT'S A BOUNTY FINE to have a steady job with regular pay," says motor tank salesman "Slim" Lawton. Low-cost insurance and sickness and accident benefits also help protect the Lawton family security.



WORK SAVING IDEAS have earned Fred Roth, recently presented with a 30-year service button, tied with retiree at 65, with an income of life.



MORE THAN JUST GOOD WORKERS on the job, Esso employees are good citizens, too—like receptionist Mary Diggs, who has served her community as a nurse's aid. There's good for everybody!



Next time you buy an Esso Product. The value will prove to you, as it has for years to us, that good people are good business!

The better you live, the more oil you use
ESSO STANDARD OIL
COMPANY

People are talking ... about us!

A number of people have been talking about us lately.

Saying some pretty nice things, too.

For instance, there's that vice-president of a top-notch advertising agency. Said he'd been reading **EDITOR & PUBLISHER** for twenty-five years and just couldn't see how anyone in the newspaper or advertising business could possibly get along without it.

A well-known publisher, too, handed us a nice bouquet the other day. Said he:

"EDITOR & PUBLISHER is the bible of the business. News of trends, mergers, operations, changes, circulations is indispensable to any newspaperman. I look forward to E & P every week."

Well, we could go on and on. So many important men and women have expressed their admiration for E & P and the way it reports all the latest events in the newspaper field that we feel pretty good about it.

You're missing a lot if you don't read it regularly. Get your subscription in now—it's only \$5.00 for 52 news-packed issues a year.



EDITOR & PUBLISHER

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